

CLAIMS

1 1. (currently amended) A system for providing advertising on a data network telephony

2 system comprising:

3 a data network to provide data connectivity for a plurality of data
4 communications channels using data transport protocols;

5 a commercial message server being operable to download send at
6 least one commercial message;

7 a first and second data network telephone connected to the data
8 network, each data network telephone operable to communicate voice
9 signals as data packets on a voice over data channel, the voice over data
10 channel being one of the plurality of data communications channels on the
11 data network containing packetized voice signals, the data network
12 telephones identified by a first and second user identifier corresponding to
13 the data network telephones;

14 a network telephony connection server being operable to provide
15 telephony service to the data network telephones and communicate at least
16 one commercial message request with the commercial message server;
17 and

18 the first data network telephone being operable to receive the
19 downloaded commercial messages before the first and second data
20 network telephones communicate voice signals on the voice over data
21 channel, the first data network telephone further comprising a message
22 display device to display the commercial messages.

1 2. (previously amended) The system of Claim 1 wherein each user identifier
2 includes a unique sequence of alphanumeric elements.

1 3. (original) The system of Claim 2 wherein the first data network telephone further
2 comprises at least one speed dial key operable to initiate a second voice over data channel
3 to a called party at a selected voice communications device when the speed dial key is
4 assigned to the called party's user identifier.

4-5. (cancelled without prejudice)

1 6. (original) The system of Claim 3 wherein the data network telephone further
2 comprises a speed dial function to assign a selected user identifier to the at least one
3 speed dial key when the commercial message includes the selected user identifier.

7-13. (cancelled without prejudice)

1 14. (previously amended) The system of Claim 1 wherein the network telephony
2 connection server further comprises:

3 an advertisement service to retrieve at least one commercial
4 message from the commercial message server and to communicate the
5 commercial messages in the response message.

1 15. (previously amended) The system of Claim 1 wherein the network telephony
2 connection server further comprises:

3 an advertisement service to send a connection information message
4 to the commercial message server; and

5 wherein the communication message server uses the connection
6 information message to initiate a selected data communications channel
7 and to send at least one of the commercial messages to the first data
8 network telephone over the selected data communications channel.

1 16. (previously amended) The system of Claim 1 wherein the network telephony
2 connection server further comprises:

3 an advertisement service to retrieve at least one commercial
4 message from the commercial message server, the network telephony
5 connection server being operable to initiate a selected data
6 communications channel and to send the commercial messages to the first
7 data network telephone over the selected communications channel.

1 18. (previously amended) The system of Claim 1 wherein:

2 the request message includes a callee user identifier; and

3 wherein the network telephony connection server determines the
4 telephone identifier for the callee identified in the callee user identifier and
5 includes the telephone identifier in the response message.

1 19. (previously amended) The system of Claim 1 wherein:

2 the request message includes a callee user identifier; and

3 wherein the network telephony connection server determines the
4 telephone identifier for the callee identified in the callee user identifier and
5 sends the response message to the callee at the telephone identifier.

1 20. (currently amended) A method for advertising on a telephony system, the method
2 comprising the steps of:

3 receiving a request to initiate a telephone call between a first data
4 network telephone to a second data network telephone over a data
5 network, the first and second data network telephones having a display
6 screen, the request containing a caller user identifier to identify a user of
7 the first data network telephone, and a callee user identifier to identify a
8 user of the second data network telephone;

9 communicating a commercial message request to a commercial
10 message server;

11 retrieving at least one commercial message from the commercial
12 message server;

13 downloading ~~sending~~ the at least one commercial message to the
14 first data network telephone; and

15 receiving the at least one downloaded commercial message at the
16 first data network telephone before completing the telephone call between
17 the first data network telephone and the second data network telephone.

1 21. (original) The method of Claim 20 further comprising the steps of:

2 sending the at least one commercial message to the second data
3 network telephone.

1 22. (original) The method of Claim 20 further comprising, after the step of retrieving
2 the at least one commercial message, the step of:

3 inserting the commercial message in a response message, wherein
4 the step of sending the at least one commercial message to the first data
5 network telephone includes the step of:

6 sending the response message to the first data
7 network telephone.

1 23. (original) The method of Claim 20 wherein the step of sending the at least one
2 commercial message to the first data network telephone includes the step of:

3 creating a data communications channel with the first data network
4 telephone and transmitting the at least one commercial message to the first
5 data network telephone on the data communications channel.

24-40. (cancelled without prejudice)

1 41. (currently amended) A commercial message server comprising:

2 at least one commercial message for display on a voice
3 communications device;

4 a telephony connection server interface to receive connection
5 information from a telephony connection server, the connection

6 information comprising at least one user identifier for at least one party to
7 a telephone call, the at least one party using the voice communications
8 device to initiate the telephone call; and
9 the commercial message server being operable to download send
10 the commercial message to the voice communications device in use by the
11 at least one party identified by the user identifier prior to communicating
12 voice signals to the voice communications device.

1 42. (original) The commercial message server of Claim 41 wherein the commercial
2 message server is operable to send the commercial message to the user identifier by
3 sending the commercial message to the telephony connection server.

1 43. (original) The commercial message server of Claim 41 further comprising a data
2 network interface to communicate the commercial message to the user identifier using a
3 data communications channel.

1 44. (original) The commercial message server of Claim 43 wherein the data
2 communications channel uses the RTP protocol to transport the commercial message.

1 45. (original) The commercial message server of Claim 41 further comprising a
2 commercial message database to store the commercial message database.

1 46. (original) The commercial message server of Claim 45 wherein the commercial
2 message database includes merchant account information to maintain commercial
3 messages and billing information for merchants.

1 47. (currently amended) A telephony connection server comprising:

2 a call management function operable to receive a request to initiate
3 a telephone call using at least one voice communications device, and to
4 ^{download} send a response message in response to the request message;

5 a network telephony user database to store a user identifier for
6 each of a plurality of users, wherein the user identifier includes a first
7 sequence of alphanumeric elements that identify a user of a voice
8 communications device; and

9 an advertisement service to retrieve at least one commercial
10 message from a commercial message server and to download
11 ~~communicate~~ the commercial messages in the response message. ^{downloaded}

1 51. (currently amended) A telephony connection server comprising:

2 a call management function operable to receive a request to initiate
3 a telephone call between at least two voice communications devices, and
4 ^{download} to send a response message in response to the request message;

5 a network telephony user database to store a user identifier for
6 each of a plurality of users, wherein the user identifier includes a first
7 sequence of alphanumeric elements that identify a user of a voice
8 communications device; and

9 an advertisement service to send a connection information message
10 having a user identifier that identifies at least one of the parties to a
11 commercial message server, wherein the commercial message server uses

the connection information message to download ~~send~~ a commercial message to the user identifier prior to completion of the telephone call.

52. (currently amended) A telephony connection server comprising:

a call management function operable to receive a request to initiate a telephone call between at least two voice communications devices, and to ^{download} ~~send~~ a response message in response to the request message;

a connection to a commercial message server to send at least one commercial message in response to a request for a commercial message;

a network telephony user database to store a user identifier for each of a plurality of users, wherein the user identifier includes a first sequence of alphanumeric elements that identify a user of the voice communications device; and

an advertisement service to retrieve at least one commercial message from the commercial message server, the network telephony connection server being operable to initiate a selected data communications channel and to ^{send} download ~~send~~ the commercial messages ^{downloaded} in the response message to at least one of the voice communications devices.

53. (currently amended) A memory for storing commercial messages comprising:

a merchant record for identifying a merchant corresponding to the commercial messages; and

4 a connection to a data network to download ~~transport~~ the
5 commercial messages to a plurality of voice communications devices upon
6 receiving connection information for the voice communications devices.

1 54. (allowed) A system for providing advertising on a data network telephony system
2 comprising:

3 a data network to provide data connectivity for a plurality of data
4 communications channels using data transport protocols;

5 a commercial message server connected to the data network, the
6 commercial message server being operable to ^{download} send at least one
7 commercial message;

8 a first and second data network telephones connected to the data
9 network, each data network telephone operable to communicate voice
10 signals as data packets on a voice over data channel, the voice over data
11 channel being one of the plurality of data communications channels on the
12 data network containing packetized voice signals, the data network
13 telephones being operable to convert data packets communicated on the
14 voice over data channel to voice;

15 the first data network telephone being operable to receive the
16 commercial messages, the first data network telephone further comprising
17 a message display device to display the commercial messages;

18 a network telephony user database connected to the data network
19 to store a user identifier and a telephone identifier corresponding to the
20 user identifier for each of a plurality of users, wherein the user identifier

includes a first sequence of alphanumeric elements that identify a corresponding user and the telephone identifier includes a second unique sequence of alphanumeric elements that identifies a corresponding data network telephone; and

a network telephony connection server operable to receive a request message from the first data network telephone to initiate the voice over data channel with the second data network telephone, and to send a response message in response to the request message,

wherein the request and response messages are communicated by the network telephony connection server in accordance with a protocol selected from the group consisting of: the Session Initiation Protocol (SIP), the H.323 protocol, the MGCP protocol and the MEGACO protocol.

55. (allowed) A telephony connection server comprising:

a call management function operable to receive a request to initiate a telephone call using at least one voice communications device, and to send a response message in response to the request message;

the call management function operates using a call management protocol selected from the group of protocols consisting of: the Session Initiation Protocol (SIP), the H.323 protocol, the MGCP protocol and the MEGACO protocol;

a network telephony user database to store a user identifier for each of a plurality of users, wherein the user identifier includes a first

10 sequence of alphanumeric elements that identify a user of a voice
11 communications device; and
12 an advertisement service to retrieve at least one commercial message from
13 a commercial message server and to communicate the commercial messages in the
14 response message.

1 56. (allowed) The telephony connection server of Claim 55 wherein the commercial
2 message is communicated in a SIP response message.

57. (allowed) The telephony connection server of Claim 55 wherein the telephony
connection server is operable to send the request to initiate the telephone call to a callee party at
a second voice communications device, and wherein:

the commercial message is communicated in the request to initiate.
